GREEN-BRODIE

THIS IS A WRITTEN VERSION OF OUR ELECTRICAL TRANSCRIPTION. WE THOUGHT YOU MIGHT WANT IT FOR YOUR FILES.

THE REPORTER
Radio spots - China Lobby
1 minute

No. 2

For the past twelve years, a powerful little group of Chinese, working hand in hand with certain Americans, has wielded an increasingly dangerous influence upon American politics and American foreign policy. This powerful little group is known as the China Lobby. Its existence has long been hinted at, but until now little of the true story has been known. Now, after a year of research, THE REPORTER magazine tells the story of the China Lobby. It is an amazing story-- and incredible combination of idealism and crookedness. It is a story which must be read by every intelligent American. It is a story that will make you worry. It is a story that will make you think. You need to know its facts. That's why THE REPORTER tells them to you. Learn what the China Lobby means to you by reading THE REPORTER. It's on your Newsstand now. (148 words)

STANDARD CONTRACT FOR SPOT BROADCASTING
(Recommended by NAB, 1946)

MEMBER

INTERCOLLEGIATE BROADCASTING SYSTEM

(ADVERTISER'S ORDER NO.)_____)

_____
(Place and Date)

AGREEMENT between _____called "advertiser" and _____
(Print station's call letters and corporate title)

called "station" to broadcast radio programs of_____as specified below:
(Advertiser)

for (Product): NAME OF PROGRAM:

LENGTH OF BROADCAST	HOUR	DAYS	TIMES PER WEEK	TOTAL NO. TIMES

DATE OF FIRST BROADCAST	DATE OF LAST BROADCAST

PROGRAM MATERIAL ARRANGEMENTS

COMMERCIAL ANNOUNCEMENTS

CONTINUITY	LIVE TALENT	TRANSCRIPTIONS

ADDITIONAL INSTRUCTIONS

RATES	Net Station Time	Talent	Line Service	Other Charges	Total
Each Broadcast:	$_____	$_____	$_____	$_____	$_____per broadcast
For_____Broadcasts:	$_____	$_____	$_____	$_____	$_____for contract

In return for said service the Advertiser agrees that PAYMENTS are to be made to the station as follows:_____

The first payment to be due_____194____
WITNESS our hands and seals the day and date first above written.

TO BE SUBMITTED FOR APPROVAL.

_____Advertiser

By _____
(Station Representative)

_____BROADCASTING CO.

Accepted by _____

Title _____

By _____

Title _____

Business Address _____

City_____ State_____

(Provisions on reverse side hereof, and attached hereto, if any, are a part hereof.)

B 182.1A-5M-1/50

STANDARD CONDITIONS

Governing Contracts for Spot Broadcasting, Adopted 1946 by National Association of Broadcasters

1. PAYMENT

(a). The advertiser agrees to pay, and the broadcasting station agrees to hold the advertiser solely liable for payment for the broadcasts covered by this contract, unless expressly otherwise agreed in writing.

(b). The advertiser agrees to pay for broadcasts covered by this contract, at the office of the broadcasting station or of its authorized representative, on or before the last day of the month following that in which the broadcasting is done unless otherwise stipulated on the face of this contract; or, when cash discount is allowed but payment date not specified on the face of the contract, on the fifteenth of the month following.

(c). In all cases date of payment is material and unless otherwise stipulated the postmark date on the envelope properly addressed to the broadcasting station or to its representative shall be considered the date when payment was made.

(d). Station's invoices for broadcasts covered by this contract shall be in accordance with the station's log and shall so state on each such invoice, and shall be deemed to be correct unless proved otherwise.

(e). Invoices should be rendered not less than monthly.

(f). Upon request of the agency, affidavits or certifications of performance are to be furnished by the station to the advertiser at the time of billing. Unless requested prior to billing, the request for and the furnishing of such affidavits or certifications shall not act as a condition precedent to the payment or the time of any payment called for hereunder.

(g). The station reserves the right to cancel this contract at any time upon default by the advertiser in the payment of bills, or other material breach on the part of the advertiser of any of the conditions herein; and upon such cancellation all broadcasting done hereunder and not paid shall become immediately due and payable. In case of delinquency in payment, due in the opinion of the station to impaired credit or if the station believes reasonably that the advertiser's credit has been impaired, the station shall have the right to change the requirements as to the terms of payment for further broadcasts under this contract as it may see fit, by giving the advertiser written notice addressed to the advertiser's last known business address.

In the event of a cancellation by reason of a material breach by the advertiser, the advertiser shall pay to the station, as liquidated damages, a net sum equal to the actual out-of-pocket cost to the station incurred through the cancellation of this contract, together with the amount owing at the earned rate, for broadcasts performed hereunder prior to such cancellation.

(h). In event of a cancellation by reason of a material breach by station, the station shall pay to the advertiser, as liquidated damages, a net sum equal to the actual out-of-pocket cost to the advertiser incurred through cancellation of the contract.

2. TERMINATION AND RENEWAL

(a). This contract may be terminated by either party by giving the other twenty-eight (28) days' prior written notice; provided that no such notice shall be effective until twenty-eight (28) days after start of broadcasts hereunder. It is provided further that this contract insofar as it covers broadcasts of less than five minutes duration, may be terminated by either party giving the other fourteen (14) days' prior written notice, but no such notice shall be effective until fourteen (14) days after the start of broadcasts hereunder. If advertiser so terminates this contract, it will pay station at earned rate according to station's rate card on which this contract is based. If station so terminates this contract, advertiser will then either agree with station on a satisfactory substitute day or time for continuance of broadcasts covered by this contract at the card rates on which this contract is based for such substitute time, or, if no such agreement can be reached, advertiser will pay station according to the rates specified herein for all broadcasts previously rendered by station; that is, the advertiser shall have the benefit of the same discounts which the advertiser would have earned had it been allowed to complete the contract. In the event of termination hereunder, neither party shall be liable to the other party otherwise than as specified in this paragraph, and in paragraph 6 hereof.

(b). The broadcast time (or times) covered by this contract may be renewed by advertiser provided there is no interruption in the continuity of the broadcasts, by giving the station twenty-eight (28) days' written notice prior to the expiration of this contract or any extension thereof. It is agreed further that this contract, insofar as it covers broadcasts of less than five minutes duration, provided there is no interruption in the continuity of the broadcasts, may be renewed by advertiser giving the station fourteen (14) days' written notice prior to the expiration of this contract or any extension thereof. Failure to exercise this option to renew within the time and in the manner provided voids all advertiser's rights to such renewal.

3. INABILITY TO BROADCAST

(a). Should the station, due to public emergency or necessity, legal restrictions, labor disputes, strikes, boycotts, secondary boycotts, Acts of God (whether or not such Acts of God have occurred frequently or habitually or are of a common or seasonal occurrence in the general locality of such broadcasting), or for any other reason, including but not restricted to mechanical breakdowns, beyond the control and without the fault of the station, provided that station has taken reasonable precautions against their recurrence, be unable to broadcast any or a part of any of the advertiser's broadcasts at the time specified, the station shall not be liable to advertiser except to the extent of allowing in such case: One (1), a pro-rata reduction in the time charges hereunder, or two (2), if an interruption occurs during the commercial announcement portion of any broadcast, a credit to advertiser in the same proportion to the total station charges which the omitted commercial portion bears to the total commercial portion of the broadcast, it being mutually agreed that station shall credit advertiser on whichever basis is more favorable to advertiser. In the event of such omission, station will, upon advertiser's request, make a suitable courtesy announcement as to such omission. Such omission or interruption shall not affect rates of discount; that is, the advertiser shall have the benefit of the same discount which the advertiser would have earned had it been allowed to complete the broadcasts omitted.

4. SUBSTITUTION OF PROGRAMS OF PUBLIC IMPORTANCE OR IN THE PUBLIC INTEREST

(a). The station shall have the right to cancel any broadcast or any portion thereof covered by this contract in order to broadcast any program which in its absolute discretion it deems to be of public importance or in the public interest. In any such case the station will notify advertiser in advance, if reasonably possible, but, in any case, within a reasonable time after such broadcast, that the advertiser's broadcast has been cancelled.

(b). In the case of any broadcast cancelled under Paragraph 4(a) above, the advertiser and the station will agree on a satisfactory substitute day and time for the broadcast or, if no such agreement can be reached within a reasonable time, the broadcast will be considered as cancelled without affecting the rates, discounts, or rights provided under this contract, except that the advertiser shall not be required to pay for the cancelled broadcast, unless required by Paragraph 4(c).

(c). In the event of a cancellation of a broadcast of five minutes or more, under Paragraph 4(a): If such a broadcast is displaced by any broadcast of public importance or in the public interest, and a substitute time is not agreed upon, as provided in 4(b) above, the station shall pay to the advertiser only the amount represented by the non-cancellable net cost of live talent, incurred by virtue of, and resulting directly from, such cancellation, but which amount shall not exceed the net time charges (gross, less earned time discounts) for the station time involved in the cancellation.

5. TIME RATES

(a). It is agreed that the time rate named in this contract is the lowest rate made by the station for like broadcasts and that if at any time during the life of this contract the station makes a lower rate for like broadcasts, this contract shall be completed at such lower rate from that date.

(b). All time rates shall be published by the station. There shall be no secret rates, rebates or agreements affecting rates. All rates shall be furnished advertiser if requested in writing so to do.

(c). Except as otherwise agreed to in writing, if this contract is continued, without interruption within the control of the advertiser beyond the time specified herein, the additional broadcasts shall be considered a part of this contract and the same time rate shall apply until any lower rates, prevailing at the time this contract was made, shall have been earned; and then such lower time rate shall apply to the whole contract. This provision shall not, however, cover a broadcast later than one year from the date of the first broadcast.

(d). In the event of revision of station rates or discounts, any continuous broadcasts under this contract may be extended at the rates and discounts herein shown without penalty of short rate or loss of discounts on previous broadcasts hereunder for a period of not more than fifty-two (52) weeks from the effective date of such revision.

(e). In the event the advertiser contracts with the station for additional broadcast time, the time rates and discounts shown on the rate card on which this contract is based shall apply to such additional time for a period of fifty-two (52) weeks from the effective date of any revision of station time rates or discounts.

(f). All broadcasts placed with station for the advertiser for consecutive broadcasting within one year from the date of the first broadcast hereunder shall be combined for the purpose of calculating the total amount of frequency discounts earned, provided, however, that announcements cannot be so combined with five (5) minute or longer programs.

6. BROADCASTS

(a). The contract for station time includes the services of the technical staff and of a regular staff announcer. Other talent and service charges, if any, are covered in this contract and such charges are subject to change by the advertiser with the consent of the station.

(b). Broadcasts prepared by the advertiser are subject to the approval of the station both as to artists and to broadcast content.

(c). If the station has not received material for any broadcast at least 96 hours in advance of broadcast time, the station shall notify the advertiser by collect telegram. Should the station fail to receive material for such broadcast at least 72 hours in advance of broadcast time, the station shall have the right to produce a substitute broadcast, making its regular charges for time and a reasonable charge for talent used, and, unless otherwise instructed by advertiser, announcing the name, address and business of the advertiser.

(d). Except as otherwise hereinafter expressly provided, the advertiser will hold and save the station harmless against all liability for libel, slander, illegal competition or trade practice, infringement of trade marks, trade names or program titles, violation of rights of privacy and infringement of copyrights and proprietary rights, resulting from the broadcasting of the broadcasts herein provided in the form furnished by the advertiser. The station agrees, however, to hold and save the advertiser harmless against all such liability where the broadcasts are prepared and produced both as to artists and broadcast content by the station excepting only such liability as may result from the broadcasting of the commercial credits and other material as furnished by the advertiser. Station will hold and save advertiser harmless against all such liability with respect to music on station-built broadcasts. Station will hold and save advertiser harmless against all such liability with respect to music on advertiser-built broadcast, provided such music has been cleared and approved for broadcasting by a licensor designated by the station. Advertiser will hold and save station harmless against all such liability with respect to music on advertiser-built broadcasts if such music has not been cleared and approved for broadcasting by a licensor designated by the station.

(e). The provisions of Paragraph 6(d) shall survive any cancellation or termination of this contract.

7. GENERAL

(a). This contract is subject to the terms of licenses held by the station and is subject also to all Federal, State and Municipal laws and regulations now in force, or which may be enacted in the future, including the Rules and Regulations of the Federal Communications Commission made in pursuance of its quasi-legislative powers and its decisions and actions and orders when acting in its quasi-judicial capacity.

(b). This contract, including the rights under it, may not be assigned or transferred without first obtaining the consent of the station in writing; nor may the station be required to broadcast hereunder for the benefit of any other advertiser than the one named on the face of the contract.

(c). The station shall not be required to broadcast hereunder for any other products than the ones named in the contract, without first obtaining the approval of the station so to do in writing.

(d). In dealing with advertisers, the station shall follow a uniform policy to avoid discrimination.

(e). All requests by the advertiser for the station to receive and handle mail, cables, telegrams or telephone calls, in connection with the broadcasts under this contract, must have the prior approval of the station and, if approved, the said communications will be received and handled at the sole risk of the advertiser, and the advertiser shall reimburse the station for all of the expense incurred by it in connection with the handling of such matters.

(f). Any broadcast material or any other material, information or property of whatever nature or kind, to be received and handled by the station, must have the prior approval of the station and, if approved, will be received and handled at the sole risk of the advertiser, and the advertiser shall reimburse the station for all of the expense incurred by it in connection with the handling of such matters.

(g). The failure of the station or of the advertiser to enforce any of the provisions herein listed with respect to a breach thereof in any one instance shall not be construed as a general relinquishment or waiver under this agreement and the same shall nevertheless be and remain in full force and effect.

(h). The advertiser agrees that the station may deduct from any period of five minutes or longer not more than thirty seconds for station-break purposes.

B 182.2A-5M-1/50

INTERCOLLEGIATE BROADCASTING SYSTEM

MEMBERSHIP APPLICATION

To:
Executive Committee
Intercollegiate Broadcasting System
706 Sanders Avenue
Schenectady 2, N.Y.

Institution: _____

Date: _____

Gentlemen:

The _____ operating station _____
(Name of Organization) (Call Letters)
desires to apply for Membership in the Intercollegiate Broadcasting System. In accepting Membership in the Intercollegiate Broadcasting System we, the undersigned, certify that the _____
(Name of Organization)
agrees to comply with the articles of the Constitution and the Codes of the Intercollegiate Broadcasting System as established by the IBS Governing Council and agrees to pay the established annual dues of twenty-five dollars ($25.00)* for Member groups, for which it shall remain liable unless written notice of its resignation shall have been submitted to and acknowledged by the Intercollegiate Broadcasting System. (If the applicant is not a Trial Status group, an initiation fee of ten dollars ($10.00) is levied.)

The plans for operating this broadcasting station have been approved by _____ who is _____ of
(Name) (Title)
the college, university, institute. A Faculty Advisor, _____
(Name)
_____ has been appointed.

_____ _____
(Signed) (Title)

_____ _____
(Signed) (Title)

_____ _____
(Signed) (Title)

Trial Status ....Groups with non-profit, educational, campus-limited broadcasting facilities contemplated or under construction. Annual dues $35.00.
Membership .....Groups operating non-profit, educational, campus-limited broadcasting stations in accordance with all IBS Codes, and represented on the IBS Governing Council. Annual dues $25.00.
Affiliate Status.Broadcasting or programming groups, in colleges, but not operating non-profit, educational, campus-limited broadcasting stations. Annual dues $15.00.
All application blanks available upon request.

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*(Of which $7.50 is for 15 subscriptions to the IBS Bulletin. The basic subscription rate for the IBS Bulletin is $1.00 per year. Member stations receive 15 subscriptions at the special rate of 50 cents per year, each, which total amount is included in, but not deductable from, dues.)

I 219D - 9/18/51

Membership Application

DO NOT WRITE HERE:

Received: _____

Approved by:

Operations: _____ on _____

Station Relations: _____ on _____

Business: _____ on _____

Program: _____ on _____

Sales: _____ on _____

Engineering: _____ on _____

Chairman: _____ on _____

Certificate sent: _____

I 219.2D - 9/18/51

INTERCOLLEGIATE BROADCASTING SYSTEM

COLUMBIA UNIVERSITY, NEW YORK 27, NEW YORK

SALES DEPARTMENT QUESTIONNAIRE

1.) What is the total undergraduate enrollment of your institution? (If there are several branches physically separated, give the enrollment only for the branch you cover):

2.) Break down the enrollment given above into men and women:
Men Women

3.) How many of the enrolled students are resident upon the campus in buildings covered by your station, or which it is reasonable to expect the station will some day cover?

4.) How many students could listen to the station if they had radios in the places where they live? (This number cannot be greater than the number under question three. Also, this figure should not include any people other than students who may incidentally be able to receive your programs.):

5.) Give below the broadcasting dates for your station for the current academic year. Give dates for holidays and vacations when you are not broadcasting.

6.) Does your station now have a campus news broadcast? Describe:

Could you do a five minute campus news broadcast five nights a week?

7.) Indicate here any advertising which is not acceptable by your station, even though acceptable under the Business Code of IBS. (Hard liquor, gambling, and products claiming to cure are excluded by the Business Code.) (Other products sometimes unacceptable are beer and cigarettes.)

8.) In order to avoid excessive expense and intolerable delays in the solicitation of national advertising it is necessary that each station represented by IBS extend to IBS and its appointed representative a "Blanket Netwoek Option" for the period of 6:00 PM to 12:00 midnight. Monday through Friday, during all the weeks that the station is broadcasting. This does not prohibit the sale of time during these periods to others, but means that if such time is sold by the station and it later conflicts with a contract signed by IBS, that the spot sold by the station must be moved to allow the station to carry the announcement sold by IBS. Does your station agree to the "Blanket Network Option?"

Yes_____ No_____
(If no, please give reasons)

Station_____ College_____

Executed by_____ Position_____ Date_____

R 205 - 10/9/51

INTERCOLLEGIATE BROADCASTING SYSTEM

AFFIDAVIT OF PERFORMANCE

THE REPORTER
Name of Sponsor

State of Pennsylvania)
ss.....
County of Montgomery)

BEFORE ME, a Notary Public in and for the State and county aforesaid, personally appeared Gillian Morrison, who, having been duly sworn according to law, deposes and says that ...he holds the position of ...Station Manager.....at radio station WHRC...., and that the said station broadcast 18 ~~twenty~~ one-minute spot announcements on behalf of THE REPORTER....., at the times and dates hereinafter listed, and that they are so entered in the station log.

DATE		TIME
April 7, 1952	May 1, 1952	10:00 PM (except as noted)
April 8, 1952	May 2, 1952	
April 15, 1952	May 5, 1952	
April 16, 1952	~~May 6, 1952~~	
April 17, 1952	May 13, 1952 *	
April 18, 1952	May 14, 1952	
April 21, 1952	May 15, 1952	
April 22, 1952	~~May 16, 1952~~	
April 29, 1952	May 19, 1952 *	
April 30, 1952	May 20, 1952	

* 11:00 PM

Note: Properly execute and return to Operations the original; keep this copy for your files. DWB

IN WITNESS WHEREOF, ...he has hereunto set his hand and seal, this ...21st.....day of .....May....., 1952....

Gillian Morrison (SEAL)

Sworn to and subscribed before me
this ...21st.....day of May....., 1952....

Marie Moore McGee
Notary Public

My commission expires.....2/1/..., 1953...

B 201A - 5/15/52

INTERCOLLEGIATE BROADCASTING SYSTEM

BROADCASTING SCHEDULE

STATION WHRC INSTITUTION HAVERFORD DATES April 1-May 28, 1952

	S	M	T	W	T	F	S	WK. NO.
SEPT.	16	17	18	19	20	21	22	
SEPT.	23	24	25	26	27	28	29	
SEPT.	30	1	2	3	4	5	6	
OCT.	7	8	9	10	11	12	13	
OCT.	14	15	16	17	18	19	20	
OCT.	21	22	23	24	25	26	27	
OCT.	28	29	30	31	1	2	3	
NOV.	4	5	6	7	8	9	10	
NOV.	11	12	13	14	15	16	17	
NOV.	18	19	20	21	22	23	24	
NOV.	25	26	27	28	29	30	1	
DEC.	2	3	4	5	6	7	8	
DEC.	9	10	11	12	13	14	15	
DEC.	16	17	18	19	20	21	22	
DEC.	23	24	25	26	27	28	29	
DEC.	30	31	1	2	3	4	5	
JAN.	6	7	8	9	10	11	12	
JAN.	13	14	15	16	17	18	19	
JAN.	20	21	22	23	24	25	26	
JAN.	27	28	29	30	31	1	2	
FEB.	3	4	5	6	7	8	9	

	S	M	T	W	T	F	S	WK. NO.
JAN.	6	7	8	9	10	11	12	
JAN.	13	14	15	16	17	18	19	
JAN.	20	21	22	23	24	25	26	
JAN.	27	28	29	30	31	1	2	
FEB.	3	4	5	6	7	8	9	
FEB.	10	11	12	13	14	15	16	
FEB.	17	18	19	20	21	22	23	
FEB.	24	25	26	27	28	29	1	
MAR.	2	3	4	5	6	7	8	
MAR.	9	10	11	12	13	14	15	
MAR.	16	17	18	19	20	21	22	
MAR.	23	24	25	26	27	28	29	
MAR.	30	Vacation					5	
APR.	6	7	8	9	10	11	12	
APR.	13	14	15	16	17	18	19	
APR.	20	21	22	23	24	25	26	
APR.	27	28	29	30	1	2	3	
MAY	4	5	6	7	8	9	10	
MAY	11	12	13	14	15	16	17	
MAY	18	19	20	21	22	23	24	
MAY	25	26	27	28	29	30	31	

Off Air

REMARKS: Schedule for Reporter Magazine One-minute Spots (26)
Please notify Operations at once if you are unable to broadcast the spots on the days circled above, and why.
Please suggest days when you could do the spots, to make a total of 26.

D. W. Borst
Operations
March 30, 1952

INTERCOLLEGIATE
BROADCASTING
SYSTEM

2808 ERIE ST., S.E., WASHINGTON 20, D. C.
706 SANDERS AVENUE, SCHENECTADY 2, N. Y.

Schenectady 2, New York
March 22, 1952

Station Manager
WHRC
Haverford College
Haverford, Pennsylvania

Dear Sir:

Last fall you received a questionnaire from the Clark Company in regard to a large national advertising account. We are sorry that your answer was received too late to include you in the account, which was for one hundred spot announcements for Life Magazine.

We should like to extend an invitation to Haverford College to rejoin the Intercollegiate Broadcasting System. In addition to technical and programming assistance, the System represents its members for advertising contracts through the Clark Company, and thus WHRC would be included in all future promotions.

We hope to hear from you soon, for we feel that we have real services to offer, and that you will benefit from an association with the Intercollegiate Broadcasting System.

Yours truly,

David W. Borst

David W. Borst
Operations Manager

DWB:ehm

INTERCOLLEGIATE BROADCASTING SYSTEM

CONDITIONS GOVERNING THE HANDLING OF NATIONALLY SPONSORED BROADCASTS

Because errors in the handling of advertising accounts can prove costly to your station and to the others in the System carrying such accounts, this summary of the procedures used on national orders is required reading for all staff members involved in handling the national advertising contracts signed by your station.

OPERATIONS DEPARTMENT

All negotiations between the stations in the System carrying national advertising and the advertising representative of the System, the sponsor's agency and the sponsor is carried on by the Operations Department of the System; to avoid confusion and error this rule must be followed. The Operations Department may be reached as follows:

Mailing Address: Mr. David W. Borst
706 Sanders Ave.
Schenectady 2, N.Y.

Telephone:
Evenings, Weekends:
Schenectady 3-6028
Weekdays during the day:
Schenectady 4-2211
Extension 3384, 4819 or 2664

ADVERTISING REPRESENTATIVE

The Intercollegiate Broadcasting System has signed a one-year contract dated September 1, 1951, with clauses for renewal, with the Thomas F. Clark Company, 205-217 East 42nd Street, New York 17, New York to act as exclusive national advertising representative for those stations in the System which are eligible for this service and elect to be so represented.

AVAILABILITIES:

When an account is considering purchase of time on any station, one of the things that must be known is what time (and/or programs) are available for sale. Operations knows, of course, what nationally-sponsored programs the station may already be carrying; also, what hours the station is broadcasting. To attempt to keep track of all local time sold by each station would result in an excessive amount of clerical work and correspondence, both by the Operations Department and each individual station. For this reason the System has asked that each station represented by the Advertising Representative agree to the Blanket Network Option, described below under that heading.

ADJACENCIES

Accounts considering or ordering spot announcements often want to know the names and types of the preceeding and following programs, with respect to the times they are considering or have selected. This is an indication of the suitability of the time selected for their spot announcements. This information is called "adjacencies."

B 172.1B - 9/9/51

B 172.1B - 9/9/51

BLANKET NETWORK OPTION

As explained under "Availabilities", stations represented by the Advertising Representative are asked to agree to a Blanket Network Option. This option applies to those hours between 6:CC PM and 12:OO Midnight that these stations are broadcasting on Monday through Friday. The option does not prohibit the sale of time during these periods to local sponsors, but does require that if such time is sold and later conflicts with a contract obtained by the Thomas F. Clark Company, that the local spot must be moved to allow the station to carry the nationally sponsored spot.

In practice, this will represent no great hardship to the station as most national spots are sold quite far in advance of the broadcasting dates, whereas most local accounts are not. Thus, it is unlikely that you will be awarded a national contract during a semester, or eve a week betwore the semester begins. The national contracts will be lined up before that, as a rule.

ORDERS

Where speed is a factor, accounts may begin on "verbal order" before written orders reach you. In any case, if the written time order does not reach you by the requiested starting date, you should wire or phone for instructions.

Attached to time orders are conditions which govern these orders; IBS form B 182.2A. These are standard conditions which are used throughout the broadcasting industry.

You will receive two copies of each time order. One is to be signed by an authorized officer of your station and returned immediately to the Operations Department. It constitutes your acceptance of the order; the other copy is to be retained for your records. The information given on the face of the order regarding broadcast dates, hours, and number of times should be considered authoritative. Specific authorization is required for any deviation from the order.

CHANGING THE TIME OF A BROADCAST

The time of a sponsored broadcast (or spot) may be changed only with the authorization in advance of the advertiser or his agency. Requests for changes should be made to the Operations Department, where they will be taken up with the account. Only when the station has bee notified of permission granted will the change be recognized. Otherwise, the program is regarded as cancelled, and the account cannot be expected to pay for it.

CANCELLED BROADCASTS

If a broadcast is cancelled for some unavoidable and unpredictable reason (such as a transmitter failure or an important news event) the Operations Department should be notified by

telegraph or telephone immediately. We will then try to get permission from the account to make up the broadcast at another time. If no satisfactory substitute time is arranged, the account does not pay for the missed broadcast.

The discount to which an advertiser is entitled is not affected by cancelled broadcasts. Thus, if 13 programs are ordered and only 12 are aired, the account still gets the discount for 13 times, this discount applying to the charges for 12 programs.

AFFIDAVITS

Affidavits of performance are required by most advertisers. They are signed statements made by you before a notary public, of the number of broadcasts made, the times, etc. On national accounts, one affidavit is made out for each account each month, or for the duration of the contract, if less than one month. The affidavits are filled out by us according to our (and the agency's) records and are mailed to you immediately after the last broadcast in each calendar month.

When an affidavit is received it is to be checked against your station log, and, if correct, signed and notarized and returned to the Operations Department at once. Bills cannot be submitted to the account until all affidavits are returned. Your affidavits should be mailed so as to reach the Operations Department not later than the fifth of the month.

If the affidavit does not check with your records, communicate with the Operations Department immediately.

BILLING

When all affidavits are returned, the client is billed from the Operations Department. Checks and statements will be mailed to stations after payment is received from the sponsor or his agency, which is usually about the 20th of the calendar month following the month of broadcast. Checks will be mailed by the Business Manager of IBS.

SALES DEPARTMENT

A Sales Department of IBS has been created to assist the Advertising Representative in soliciation of national advertising accounts. The Sales Department will not be concerned with carrying out such accounts as are secured; this is the responsibility of the Operationds Department as described herein. The Sales Manager may from time to time request information of your station which is needed to seel time over your station, and his requests should be given your best attention and efforts as the successful conclusion of a negotiation for advertising over a number of stations may depend upon securing the desired data.

Intercollegiate Broadcasting System, Operations Department
706 Sanders Ave., Schenectady 2, N.Y.

B 172.3B - 9/9/51

INTERCOLLEGIATE BROADCASTING SYSTEM

TIME ORDER

TO: Station Manager, WHRC DATE: March 30, 1952

FROM: David W. Borst DEPT: Operations

SUBJECT: Reporter Magazine One-Minute Spots FILE: B 8.2-Reporter

This is your authority to broadcast 26 (twenty six) one-minute spot announcements for Reporter Magazine, starting April 1, 1952, and continuing at a frequency no greater than one a day until the total of 26 has been given. This contract is to be completed by the end of the present school term. The exact schedule of these announcements must be worked out with each station because of the irregularity of Easter Vacation, ending of broadcasting, etc. by the stations included. See the instructions below.

The spots are transcribed and are being mailed directly to you from the agency, the Green-Brodie Company. If you do not receive you transcription on April 1, notify Operations and plan to start the spots the day the disc is received.

The spots should be carried at 10:30 PM or 10:00 PM, whichever you consider the better time both from the standpoint of listening audience and your production schedule. You should notify Operations of the time you select.

The schedule of spots desired is alternately Tues, Wed. Thurs. and Friday of one week and Mon. and Tues. of the next week, until the total of 26 spots is reached. Please notify Operations if this schedule cannot be adhered to, either because of Easter vacation, or because you go off the air before the total of 26 spots is reached, or both. I enclose a schedule showing the exact days when these spots are desired. Please return a copy of this, indicating either that you can do them as desired, or which ones you cannot do, so that we can work out another arrangement. If you can't do them as ordered, indicate how you might be able to work them in, no more often than once a day.

Also show on this schedule the time you will perform them.

Accompanying this Time Order you will find IBS form B 182.2A giving Standard Conditions, and IBS form B 172B giving Conditions Governing the Handling of Nationally Sponsored Broadcasts. Please familiarize yourself with the contents of these forms, as their provisions are binding. (Please ignor the printing on the reverse of form B 182.2A)

The net amount due your station for these broadcasts, after all discounts, is $ 21.55, total.

One copy of this Time Order should be signed below by an authorized officer of your station and returned immediately to the Operations Department to indicate acceptance of this order.

Signed: David W. Borst Position: Operations Mgr. Date: MAR 30 1952

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The net amount due your station for these broadcasts, after all discounts, is $_____, total.

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Signed: Position: Date:

INTERCOLLEGIATE BROADCASTING SYSTEM

BROADCASTING SCHEDULE

STATION WHRC INSTITUTION HAVERFORD DATES April 1-May 28, 1952

	S	M	T	W	T	F	S	WK NO.
SEPT.	16	17	18	19	20	21	22	
SEPT.	23	24	25	26	27	28	29	
SEPT.	30	1	2	3	4	5	6	
OCT.	7	8	9	10	11	12	13	
OCT.	14	15	16	17	18	19	20	
OCT.	21	22	23	24	25	26	27	
OCT.	28	29	30	31	1	2	3	
NOV.	4	5	6	7	8	9	10	
NOV.	11	12	13	14	15	16	17	
NOV.	18	19	20	21	22	23	24	
NOV.	25	26	27	28	29	30	1	
DEC.	2	3	4	5	6	7	8	
DEC.	9	10	11	12	13	14	15	
DEC.	16	17	18	19	20	21	22	
DEC.	23	24	25	26	27	28	29	
DEC.	30	31	1	2	3	4	5	
JAN.	6	7	8	9	10	11	12	
JAN.	13	14	15	16	17	18	19	
JAN.	20	21	22	23	24	25	26	
JAN.	27	28	29	30	31	1	2	
FEB.	3	4	5	6	7	8	9	

	S	M	T	W	T	F	S	WK NO.
JAN.	6	7	8	9	10	11	12	
JAN.	13	14	15	16	17	18	19	
JAN.	20	21	22	23	24	25	26	
JAN.	27	28	29	30	31	1	2	
FEB.	3	4	5	6	7	8	9	
FEB.	10	11	12	13	14	15	16	
FEB.	17	18	19	20	21	22	23	
FEB.	24	25	26	27	28	29	1	
MAR.	2	3	4	5	6	7	8	
MAR.	9	10	11	12	13	14	15	
MAR.	16	17	18	19	20	21	22	
MAR.	23	24	25	26	27	28	29	
MAR.	30	31	1	2	3	4	5	
APR.	6	7	8	9	10	11	12	
APR.	13	14	15	16	17	18	19	
APR.	20	21	22	23	24	25	26	
APR.	27	28	29	30	1	2	3	
MAY	4	5	6	7	8	9	10	
MAY	11	12	13	14	15	16	17	
MAY	18	19	20	21	22	23	24	
MAY	25	26	27	28	29	30	31	

REMARKS: Schedule for Reporter Magazine One-minute Spots (26)
Please notify Operations at once if you are unable to broadcast the spots on the days circled above, and why.
Please suggest days when you could do the spots, to make a total of 26.

D. W. Borst
Operations
March 30, 1952

B 202 - 9/23/51

GREEN-BRODIE
FOUR TWENTY MADISON AVENUE
NEW YORK 17, N. Y.

March 28, 1952

Station Manager
Radio Station WHRC
Haverford College
Haverford, Pa.

Re: The Reporter Magazine
(Fortnightly Publications, Inc.)

Dear Sir:

No doubt you have heard from Mr. Thomas Clark of the Intercollegiate Broadcasting System informing you that beginning April 1st, we would like you to broadcast our above client's 1-minute commercial announcements.

A 16" acetate electrical transcription has been shipped to you entitled Series II-First China Lobby Series. This contains announcement #1 and #2 repeated twice; this means four tracks - announcements #1,#2;#1,#2. Please play this disc from the outside in, in order to follow correct sequence and to distribute wear.

You are to use this disc through the week of April 7th only. Another record will be sent to you later on for the next two-week period (weeks of April 14 and 21). And new disc for each two-week period, following.

With the exception of interruption by holidays and holiday vacations, here is the schedule...

April 1,2,3,4,7,8,15,16,17,18,21,22,29,30,May1,2,5,6,
May 13,14,15,16,19,20,27,28, (a total of 26 spots)

If you should not receive our transcriptions in time to start on April 1st. start on the 2nd and extend the schedule to include May 29th.(As you see we are trying to earn your 26-time frequency discount!)

We would like to have our announcements broadcast at 10:30 PM. In case of temporary programming problems, if you can't run the spots at 10:30 PM, please run them at 11:00 PM.

Thank you very much for your attention to the above.

Very truly yours,

Betty Gershon

BETTY GERSHON
TIME BUYER

BG:br

Station WHRC
Haverford College
Haverford , Penna.
April 7, 1952

Mr. David W. Borst
706 Sanders Ave.
Schenectady 2, N.Y.

Dear Sir:

We are pleased to be able to cooperate with you in this advertising venture. I am confident it will work to our mutual advantage.

Regarding the scheduling, you see from the B202 form I am returning that broadcasts the weeks of March 30 and May 25 are not possible. We started broadcasting tonight the time order spots you have scheduled: April 7, 8, 15, 16, 17, 18, 21, 22, 29, 30, and May 1, 2, 5, 6, 13, 14, 15, 16, 19 and 20. In addition to these, may I suggest April 14, 23, 28, and May 7, 12, and 21, in order to make up the twenty-six spots? We await your pleasure.

The spots are scheduled at our 10 PM station break; this is probably the most favorable time throughout the evening. It is immediately preceded by a classical program, "Great Music," and is followed by produced programs of special interest (drama, special events, etc.).

Will you please inform us if the plans for greater frequency of announcements, as outlined above, is satisfactory? Until then, we will keep these times open for your advertising.

Regarding further network operation, we will extend a blanket network option to your agency with the following exceptions:

8:00-8:05 News M-F
11:00-11:05 News M-F

These are both contracted features. We shall appreciate consideration for future spots or sponsored programs. We shall submit a complete program schedule to you upon request.

Sincerely,

William Morrison
Station Manager

GREEN-BRODIE

THIS IS A WRITTEN VERSION OF OUR ELECTRICAL TRANSCRIPTION. WE THOUGHT YOU MIGHT WANT IT FOR YOUR FILES.

THE REPORTER
Radio Spots - China Lobby
1 minute

No. 1

For several years now there have been hints of something called the China Lobby. There have been rumors that it was powerfully affecting American politics. One year ago, THE REPORTER--a magazine of facts and ideas--began an intensive investigation. This investigation showed that the hints and rumors were true, that there is a China Lobby and that for twelve years it has exerted a profound influence upon American elections and American foreign policy. This is more than just an exciting news story. This is a story of vital importance to every American. The China Lobby story will worry you. It will make you think. It is a story that you need to know, and that's why THE REPORTER tells it to you. It is on your newsstand now and no intelligent American can afford to miss it. Learn what the China Lobby means to you by reading THE REPORTER. It's on your newsstand now. (155 words)

INTERCOLLEGIATE
BROADCASTING
SYSTEM

2808 ERIE ST., S.E., WASHINGTON 20, D. C.
706 SANDERS AVENUE, SCHENECTADY 2, N. Y.

Schenectady 2, New York
May 22, 1952

Station Manager
WHRC
Haverford College
Haverford, Pennsylvania

Dear Sir:

We hope that you will send in your application for Membership this spring, in order that your station may be included in negotiations for next year, as well as receiving the other services of IBS.

You might be interested in knowing that Reporter Magazine, United Nations World, and the General Electric Company are new national advertising accounts being carried by some IBS stations.

In addition, IBS stations wishing to do so are at liberty to sign up for the news ticker plan of the Eastern States Radio Corporation.

It is not too late to be included in the Clark Company's sales campaign this summer. Return the enclosed questionnaires at once. The other IBS services will start in the fall, and you will be billed at that time.

Yours truly,

David W. Borst

David W. Borst
Operations Manager

DWB:ehm
encl. B 205

INTERCOLLEGIATE
BROADCASTING
SYSTEM

2808 ERIE ST., S.E., WASHINGTON 20, D. C.
706 SANDERS AVENUE, SCHENECTADY 2, N. Y.

Schenectady 2, N.Y.
May 25, 1952

Mr. William Morrison
Manager, WHRC
Haverford College
Haverford, Pa.

Dear Mr. Morrison:

Thank you for returning the affidavit. I was both sorry and surprised to note there were several irregularities; incorrect times and missed announcements. We were given no previous indication that these had occurred.

Our original instructions were most specific in requesting that we be notified immediately of any irregularities in carrying out the terms of the contract. I regret exceedingly that this was not done.

A few days ago we wrote WHRC suggesting that it apply for Membership in IBS at this time so that the Clark Company could represent the station over the summer. We enclosed the application form for Membership and the Sales Questionnaire, which should accompany the application.

We hope this matter is being given favorable consideration.

Sincerely,

David W. Borst

David W. Borst
Operations Manager

cc: Walter Hofer, Sales Mgr.

INTERCOLLEGIATE
BROADCASTING
SYSTEM

1809 ERIE ST., N.E., WASHINGTON 20, D. C.
106 SANDERS AVENUE, SCHENECTADY 2, N. Y.

Schenectady, N. Y.
May 20, 1952

Mr. William Morrison
Manager, WHCB
Haverford College
Haverford, Pa.

Dear Mr. Morrison:

Thank you for returning the artwork. I am both sorry and surprised to note there were many irregularities; incorrect times and missed announcements. We were given no provious indication that these had occurred.

Our original instructions were most specific in requesting that we be notified immediately of any irregularities in carrying out the terms of the contract. I regret exceedingly that this was not done.

A few days ago we wrote again suggesting that it would be for Homecoming in lieu of this time so that the Clark Company could represent the station over the summer. We enclosed the application form for Homecoming and the sales questionnaire. Will you please acknowledge the receipt.

We hope this matter is going to have favorable consideration.

Sincerely,

David W. Horst
Operations Manager

cc: Walter Hofer, Sales Mgr.